

The National Institute of Mental Health (NIMH) proposes to issue a Request for Proposal (RFP) No. NIMH-05-OC-0001 entitled “NIMH Communications Support Program” under a 100% Small Business Set-Aside using North American Industry Classification System 541810.

NIMH seeks a Contractor to support key aspects of its broad and varied public affairs and information dissemination efforts. NIMH seeks a contractor with experience and expertise in communications planning, media relations, media training, development and dissemination of publications—both print and electronic, educational campaigns, market research (i.e., focus groups), recruitment for clinical trials, select graphic design tasks and evaluation of communications efforts. The contract will require close coordination and cooperation between NIMH Office of Communications (OC) and other NIMH contractors.

OC strives to increase awareness of mental health issues, educate the public about breakthroughs in research and the basic science of mental illness, and promote prevention efforts. The mental disorders to be dealt with under this contract are quite diverse. They include depressive disorders, anxiety disorders, schizophrenia, attention deficit hyperactivity disorder (ADHD), borderline personality disorder, autism, eating disorders, and Alzheimer’s disease. The Contractor to be selected for this requirement must have: a good understanding of contemporary mental health issues; must communicate interest in and commitment to addressing these issues; must be prepared to work with OC in devising strategies to guide each aspect of the OC program; and must be able to adjust these strategies on short notice. Also, the Contractor must be able to advise on and assist in maintaining the corporate image of the Institute, through the NIMH Web site, publications, media events, and knowledgeable staffing at exhibits, if needed.

Objectives

The four (4) major objectives to be accomplished through this contract are:

1. On an ongoing basis, develop and implement media outreach strategies, making effective use of media inquiries, press conferences, science writer’s seminars, press releases, video news releases, satellite media tours, media advisories, Op-Ed pieces, interviews, stories, etc.
2. Develop, produce, and user-test information materials and educational campaigns for the following audiences: mass media; general public (including those with and without mental disorders and their significant others, friends and family members); specific populations (including minority groups such as African Americans and Hispanics; children and adolescents; low-literacy audiences; women; and college-aged youth); mental health care providers; primary health care providers; business and industry.
3. Market NIMH materials through a wide variety of outlets and intermediaries, including the web, conferences, meetings, advocacy groups, organizations and associations, foundations.
4. Evaluate, track, and monitor media placements and other outreach efforts.

NIMH will require a contractor for this requirement that has demonstrated expertise in:

- effectively conducting large-scale, national health education programs of scope and complexity;

- dealing with the nuances of public service advertising and educational programs based on scientific studies, particularly on health topics;
- primary and secondary research (data gathering, analysis, and synthesis);
- the principles and practices of social marketing (e.g., understanding target audiences, designing communications strategies based on their needs, and communicating messages through multiple channels);
- effectively and efficiently managing the various activities that must be conducted simultaneously to successfully accomplish the program;
- the creative ability to develop highly innovative materials that can effectively compete for a finite amount of air time and newspaper/magazine space with ads for commercial products (such as soft drinks and athletic shoes) as well as with other public service campaigns on such topics as drug abuse, AIDS, and cancer; and
- developing and implementing innovative—as well as traditional—communications methods, marketing strategies, and distribution channels, so that health care and mental health professionals, as well as the general public, will become more aware of mental health disorders and their treatability.

A performance based, cost reimbursement plus award fee, three (3) year base contract with two (2), one (1) year options is contemplated. Plans are to award a contract by early Spring 2005.

RFP No. NIMH-05-OC-0001 is scheduled for electronic release on or about December 1, 2004 and the receipt date of proposals on or about January 7, 2005. The RFP may be accessed through <http://www.fedbizopps.gov> or the NIMH home page by using the following instructions: access the home page at <http://www.nimh.nih.gov/>, select Contracts under Research and Funding Quick Links, then Current Contract Opportunities. It is the offeror's responsibility to monitor the above internet sites for the release of this solicitation and amendments, if any. Please note that the RFP for this requirement will include the Statement of Work, Deliverables, Sample Performance Based Standards and Measures, Reporting Requirements, Technical Evaluation Criteria, and proposal preparation instructions. All information required for the submission of an offeror will be contained in the electronic RFP package. Following proposal submission and the initial review process, offerors comprising the competitive range will be requested to provide additional documentation to the Contracting Officer. All responsible Small Businesses with the requisite skills and expertise are encouraged to submit a proposal that will be considered by the NIMH. This advertisement does not commit the Government to award a contract. Please contact Suzanne Stinson, NIMH Contracting Officer, at sstinson@mail.nih.gov for further information. All questions must be submitted in writing (preferably via e-mail). No collect calls will be accepted.



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